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A Study of effectiveness of educational packages on children's creativity and learning (A case study of children 2 to 7 years old in the district of Zahedan in Iran)

Jafarian M¹, Sadeghinia S²✉

ABSTRACT

Today children play a more dominant role in determining the buying list of families. On the other hand, companies' activities in motivating and rising families purchasing power have been increased in such a way that, the core of most of advertisements, particularly T.V ads, are children. These activities have led to an increase in studies and researches in the fields on consuming skills in children are acquired. Studies on how these consuming skills are acquired have motivated some institutes to prepare some packages for children of 2-7 years old with the purpose of increasing their creativity and abilities with games and entertainments. These ads motivate both parents and children to obtain these packages in order to increase their children's creativity. The aim of this study is to focus on the efficiency of the educational packs on 2-7 years old children's creativity and learns ability of Zahedan city. The statistical population of this research includes 100 parents of 2-7 years old children in one of the educational centers of Zahedan during the educational year of 2014-15 who have been chosen by accessible sampling method. Research tool includes a handmade questionnaire. For analyzing the data the Xido, Freidman and Sample T test were used. The results showed that most of these parents were in favor of using the educational packages for the learning process, increasing their children's creativity and skills and evaluate its effect as positive.

Keywords: Children, Creativity, Educational packages, Learning, Mass Media.

1. INTRODUCTION

We can define media as a device or method for storing and distributing information or data. However, public commonly view media as the mass media, in particular TV. The history of media dates back to 550 years BC in Iran when Cyrus the great invented the first communication system after his conquest of

Median territory with his rider messengers and the word media is taken from Median. From the onset of 19 century and concurrent with the industrialization of western hemisphere, a new kind of communication was come into shape that was different from all sorts of communication in the previous periods. This type of communication is called mass communication. Mass medias have a dual characteristic: From one hand, they are the product of the advanced organization of capital production and are presented to the market in the shape of a product and on the other hand, as a product, have the ability to present (or sell) ideas, values, norms, attitudes and interests. The importance of media shows itself when we notice that the five eras of human civilization is named based on their common medias : The first era was the era of pictorial writing, the second era was script writing, the third was print and the fourth was electronic recording and playback and the fifth period was computer communication.

Statement of the Problem

Rapid advances in science and technology with long jumps in the second half of the last century compared to past periods have put a great responsibility upon all public officials regarding the decision-making process. Therefore, planning in the field of education is not limited in time and the future must be taken into account and since the transformation in different areas of the life of human beings societies is developing and changing with a remarkable speed and these transformations propose new areas of knowledge that contain new needs for human beings, so education must be conducted with both more acceleration and quality. For this very reason, most of psychologists recommend using teaching aids for the advancement of science and technologies in new areas of knowledge, educational technology and using teaching aids since educational technology in disciplinary field's leads to acceleration, accuracy and ease of teaching and learning. Teaching requires practice and learning and technology is the effective application of teaching aids and different techniques that are useful when teachers and parents familiarize themselves with it and also believe in it and practice them appropriately. This is because the effective use and acquiring of any practice requires the use and performing of them. The use of teaching aids prompts children to use all their senses for learning the material.

Jean Piaget is one of the greatest psychologists of our time whose opinions regarding the growth stages in the today world are the base of every new education. In a paper that was written to the request of Ionesco the interpretation of Act 96 of the Universal Declaration of Human Rights, regarding the right to have access to education, he believes ... "Talking about having the right for education must start with identifying the inevitable and necessary role of social factors in reconstructing the individual (Sarokhani, 2012).

The Importance and Necessity of the Research

Considering that childhood is the first and foremost periods of life and in this period the child communicate with nature for the first time, in addition he/she grounds his/her social relations and achieves a definition of self, all the teachers and parents believe that children must have facilities for education to find their place in the current complex society and the complex world of future. It seems that these teachings are in the social skills and must be attended beforehand. One of the issues of today world in the field of education is the lack of interest in students to attend to the lesson at school. We can increase the interest in learning a lesson in a child by using these teaching aids and educational packages.

Using these teaching aids and packages has an effective role in creating motivation, depth and enlargement of scope in learning and stabilizing it and eliminates fatigue from children. The visual media is one of those devices in the process of learning and increases the depth and the enlargement of scope and promotes children's ability. The use of media undoubtedly is one of the most effective and applicable in leaning and facilitation of it. This matter was the reason to review this issue and consider a systematic pattern for using Medias.

The Framework of Research

Media Literacy is having a purposeful encounter with the medias which triggers the increase in the awareness of individuals in a society as the media audiences and on one hand, leads to a mutual and participatory relationship with medias and on the other hand, promotes the democratic structure, a society alongside active participation in the media . (Dehghan-Shad & Mahmoudi-Kukandeh, 2012) The effect of media products on children and adolescents are dependent on their incomplete structure of personality, the degree of the structure's volatility, behavior, attitude, way of communication and interaction with family, peers, classmates, type and media interest, time, location, frequency of exposure to media products, the appearance and content of these products and many other related factors (Dehghan-Shad & Mahmoudi-Kukandeh, 2012; Sabejeje and Bello, 2021).

The main part of learning, about 55 %, is through the use of visual sense. A child when seeing different images analyses and designs what he/ she sees and we can encourage the child to seek out newer ways for analyzing and reviewing with this sense of seeking. Undoubtedly, the positive functions and advantages of the mass media cannot be ignored, nor can we leave the child with

the aforementioned concerns and the realities of the world. Therefore, we must look for a mechanism to not only accept the presence of media in the context of today life but also respect these concerns.

It is natural that in such a situation, media has what sort of effect on changing the cultural and religious foundations of various nations and how they can transform social relations, structure and political objectives and human behaviors through this and dominate a new cultural paradigm in the world. A new culture that intentionally or unintentionally have a new order and changes the foundations of rights and converts them, particularly children's rights that establishes a more serious relationship with the media. The role of mass media on personality, behavior and beliefs of children is an effective role and the special mutual relationship between the child and media can have positive impacts. We can point to visual creativity through vision and the flourish of creativity.

2. RESEARCH QUESTION

Questions that examine the basic parameters of the research based on the research subject are as follows:

- Do you think the children attracted to the educational packages under the influence of advertisements?
- Do the educational packages increase the ability or entrepreneurship in children in a high degree?
- Are parents truly can deliver creative children to the society with the help of educational packages?
- How is the educational packages act as the sole stimuli for children's better and more learning?
- Do the intelligence packages promote the visual and auditory sense of children?

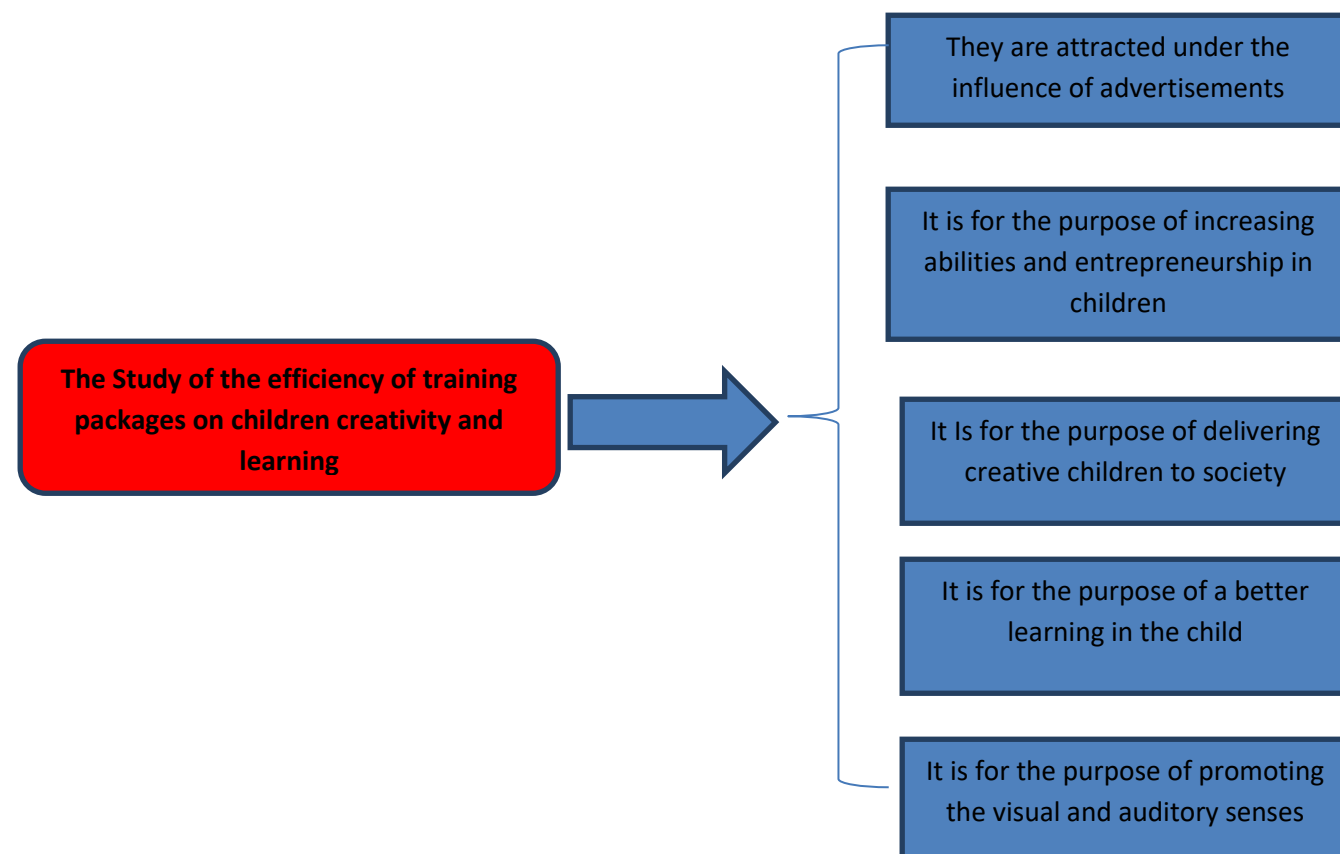


Figure 1Theoretical Model of the Research

3. COMPUTER GAMES

Computer Games flourishes the creativity of children and is an immediate response to their need for experiencing excitement. These games increase children's and adolescents 'finger motion skills. Computer games are effective only if it triggers the child to learn to create not to destroy.

The advantages of Computer Games

Games are in favor of the treatment, socialization of children, giving assurance to the medical team, increasing motion skills, improving the power of decision-making, responsibility, creativity, learning English, patriotism, self-sufficiency.

Educational media

Educational media refers to all the possibilities that can create conditions in educational space which under this condition the learners can able to gain new information, skills and behaviors. Educational media are means for providing training to learners. This training is part of education and technology processes that establish communication effectively in teaching.

Educational tools

Educational tools that are all devices and objects are used with educational media for students to better understanding.

Training packages

Training packages contains tools, equipment and technology that utilize in schools today. These packages would facilitate students' perceptions to achieve the necessary skills and correct target for a better life in the future.

4. METHODOLOGY

In this study, library and document method was used and also this research has used field method and handmade questionnaire was used. The questionnaire consisted of 95 questions in the form of three main axes. To ensure the validity and reliability of the questionnaire, first the pre-test stage was conducted and examined and after this stage was finished, the main test was carried out. The validity and reliability was obtained through Cronbach's alpha and it was equal to 0.811 that shows the designed questions were sufficiently valid. The data was entered to an XP window with SPSS application for extraction of data after the codification of the questionnaire and then was analyzed and also the appropriate statistical test for descriptive and inferential tables was Chi-square test.

5. RESULTS

The results showed that the consent on TV advertisement in order to attract children's attention to the educational packages was validated with 99% reliability (Fig. 2). But consent on educational packages in order to increase the ability and entrepreneurship of their children was validated with 95% reliability (Fig. 3). In other words, these results showed that most of these parents agree with television advertisements to attract their children to educational packages and believe that these ads increase the ability and entrepreneurship of their children.

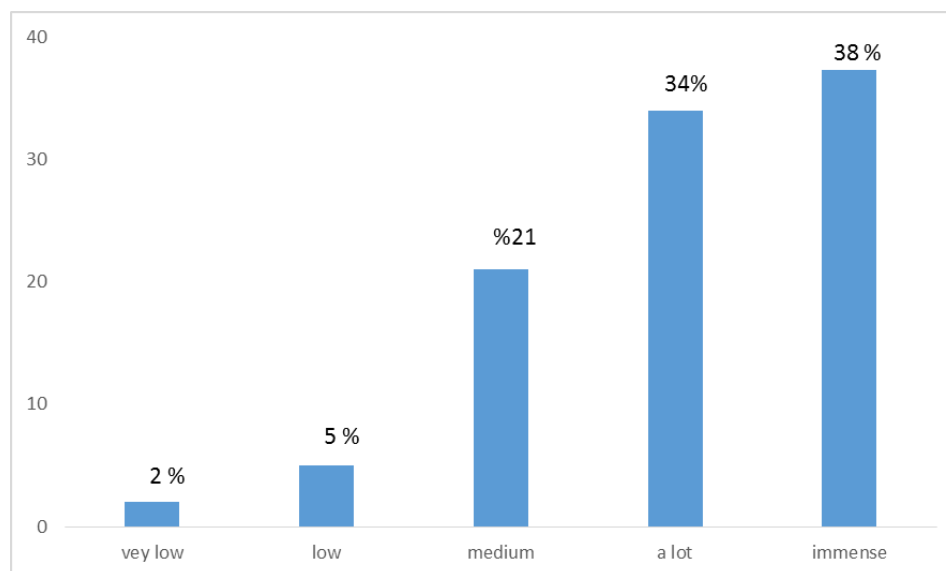


Figure 2 The frequency and percentage of subjects base on TV advertisement

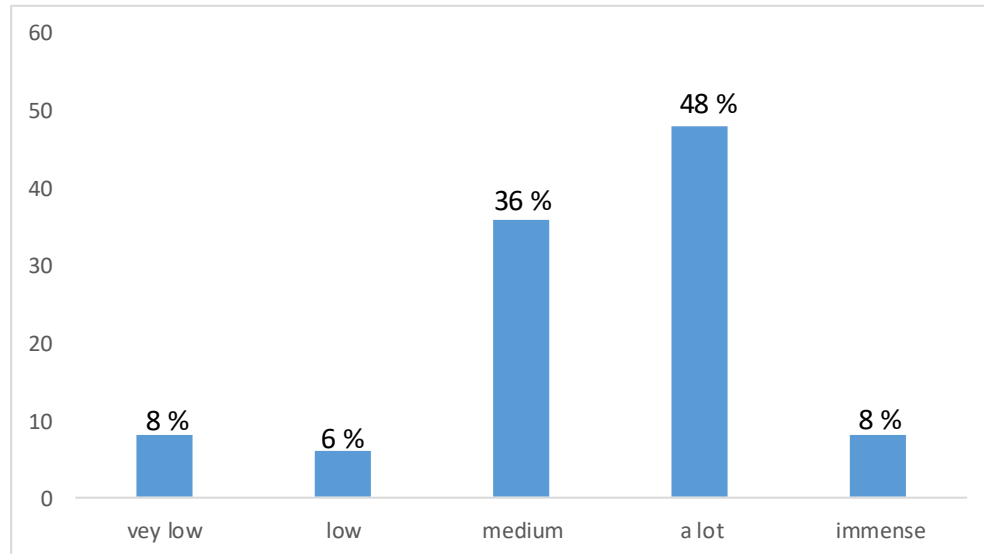


Figure 3 The frequency and percentage of subjects base on entrepreneurship in children.

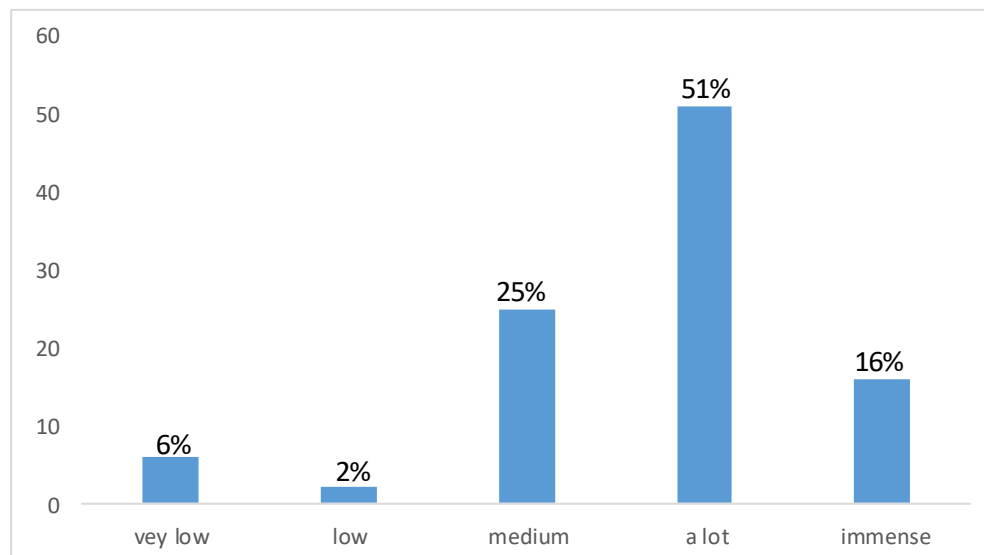


Figure 4 The frequency and percentage of subjects base on creativity

The results showed that the consent on educational packages for increasing the creativity in their children is validated with 99% reliability (Fig. 4) and the educational packages are the only stimulator of a better and more learning in their children is validated with 99% reliability (Fig. 5). In other words, these findings show that most of these parents agree with educational packages that trigger the creativity in their children and also is the stimulator of a better and more learning in their children.

Also, the consent on the educational package for promoting visual and auditory senses with 99% assurance is validated (Fig. 6). In other words, these results show that most these parents agree with educational packages that promote the visual and auditory senses in their children.

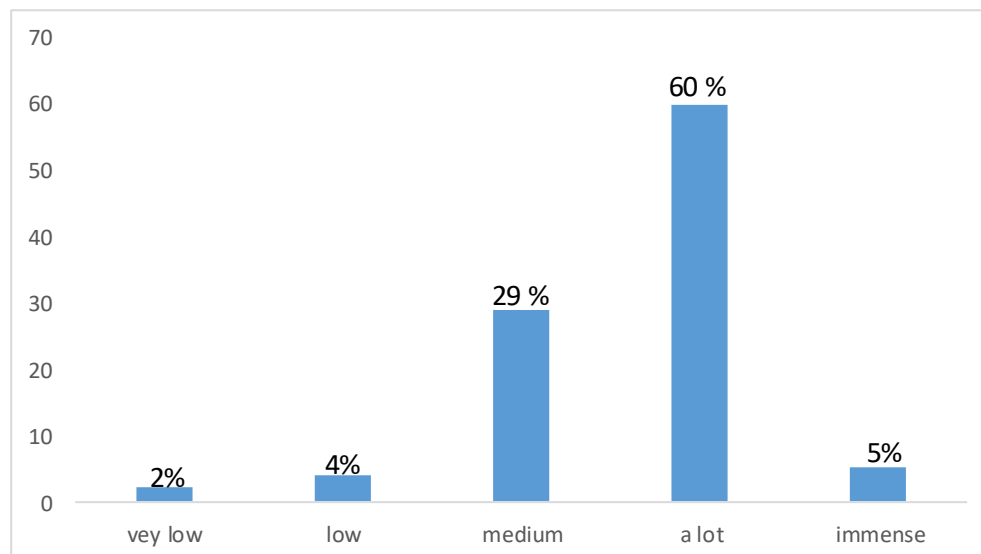


Figure 5 The frequency and percentage of subjects base on stimuli for the purpose of learning.

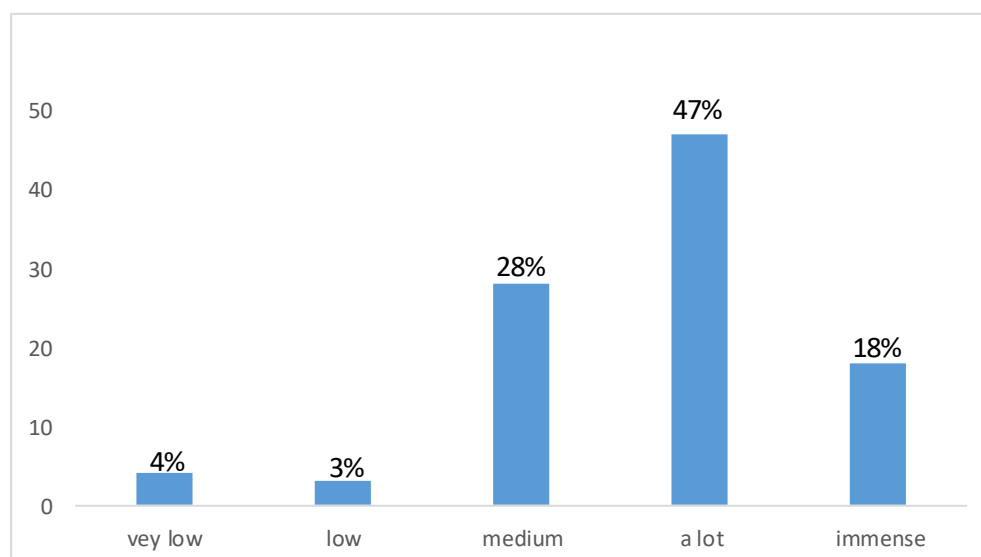


Figure 6 The frequency and percentage of subjects base on sense of sight and hearing

6. DISCUSSION

Sarokhani (2012) based on Piaget points out to this issue that the major of the human behavior is acquired through external transfer, generation to generation who means that it is acquired through education and develops based on social interaction. Also, it attends to the power of leaning in the toddler and from this important fact concludes that a better learning experience is resided in children under 6 years old.

Moradi (2011) have researched this subject that the age and gender of children have effects on the way children watch TV, especially choosing the type of the television program that are based on fantasy or reality is greatly sensed. In addition, children with more powerful mental abilities are more interested in watching television more than other matters.

When these children reach the adolescent stage, they watch television programs with more realistic subject matters over the programs with fantasy elements, the type of interaction that a child have with his/her parents and his age group mainly reflects in his/he use of television to avoid the issues stemmed from such interactions and by substituting it, he/she attempts to get back the

satisfaction that he/she never received from these sources and this also reflects on the degree of the importance of fantasies shown on TV in his/her daily life.

In one research on role of television on children showed that a disagreement exists between published empirical reports and the personal beliefs held by researcher. It has been showed a negative relationship between academic publications and realizes the negative consequences of television (Bybee *et al.*, 1985). They observed that TV's role in creating alienation in children and the collapse of their social values and distortion of their perceptions still remain ambiguous (Bybee *et al.*, 1985).

Esmaeeli (2010) believes that the role of mass media is remarkably influences the personality, behavior and believes of the child. This impact is increasing day by day and traditional and psychological features also welcome it. The special mutual interaction between the child and media can have positive outcomes. In this regard, we cannot avoid noticing the negative outcomes and existing concerns and we don't have any choice but to set a comprehensive supportive plan including rules and regulations to determine the child's rights and in this way guide managers and producers of these media products and also predict the guarantee of the necessary application to prevent the violation of their rights.

GhasemJokar (2011) concluded from a research that television is not a 9 eyed monster in the life of a child that enters it to destroy the child, nor is it a device that absolutely is in favor of increasing and accelerating the child's ability. In fact, television is one of the products of industry and technology that can be considered a device for improving child's abilities by conductors and families appropriate management.

Adler and Faber (1980) conducted an experiment on 511 children ages 4 to 7 years old in order to examine the effect of TV on the children's requests from their parents and at last their consumer behavior. They were asked to see whether they argue with their parents to buy the games advertised on TV. He showed that children who were the regular audiences of television programs in contrast to those who didn't watch TV much were more probable to request the advertised products from their parents (the difference was 91% versus 60%). These results are consistent with the findings of this study.

Besbes Khouaja and Bouslama (2011) conducted research on the speeding up of the importance of the place of television in children's life has led to a similar speeding up of the worries and fears raised by television and its effects. They tried to overcome this controversy by making an assessment of the various types of consequences, psychological as well as social, of the TV medium on young viewers. They showed that the practical contribution of this work would be to propose a panel of solutions to children caretakers, in order to help them to better manage the child's relationship with the T.V medium. These results are in agreement with the results of this research. Also, a study on the children creating pedagogical avatars showed a significant main effect was found for a child's nationality and gender in predicting the emotion, formality of language, and use of "polite" or nice language (John *et al.*, 2013).

7. CONCLUSION

The impact of mass media especially visual media due to having attractive qualities on children behavior is unquestionable. Children deal with different stimulus in the environment from the onset of their birth and try to get familiar with them and learn about them, they must learn all that they see, hear, touch, smell and the more they are exposed to such visual and auditory stimulus the more their learning degree in their minds increases. The designers of these educational packages adapt this important fact about the visual and auditory sense of children for their learning and use the diagnosis power of children. Another item that has been proven to increase the creativity in children is playing. Among the games that are controversial and engage families minds are Computer Games that are also used in educational packages that this trick is used in the educational packages of this research to increase creativity and aptitude in children. Based on the research; cognitive intelligence means that the learning ability in children is the guarantee of academic success. Improving cognitive intelligence means that they must try in order to survive and strengthen their brain cells. In addition, the effect of rich educational environments on child development in the early years of his/her life is undeniable. Based on the findings of the current study and data analysis in both descriptive and differential levels, according to the handmade questionnaire taken from 100% of parents who responded to the questionnaire, the following results were obtained: Most of these parents believe that their children under the influence of advertisements have bought the educational packages in order to improve the ability and entrepreneurship and increase in learning ability and advance in visual and auditory senses and believe that these packages develop aptitudes in children.

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Conflicts of interests

The authors declare that there are no conflicts of interests.

Data and materials availability

All data associated with this study are present in the paper.

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